

# **Wichita Police Department Citizen Engagement and Empowerment**



**April 4, 2012**

# **Overview:**

- **Citizen Engagement background**
- **Defining citizen engagement**
- **Citizen engagement significance**
- **Police Department 2012 citizen engagement goal.**
- **Questions**

# **Citizen engagement background**

- **2010 National Citizen Survey of Wichita found that citizens believe:**
  - 1.The City does not offer many opportunities to participate in community matters.**
  - 2.The City does not do a good job of welcoming citizen involvement.**

# **Background continued**

- **Dwindling citizen attendance at neighborhood association meetings.**
- **Citizen declining participation in neighborhood and city events, i.e. clean-ups and budget process.**
- **Limited citizen attendance at District Advisory Boards.**



# **City of Wichita Discussions**

- **In 2011 Department Directors weekly meetings.**
- **The City's Team Leaders discussed to topic of citizens engagement.**
- **Citizen Engagement Committee was formed.**

# **City's discussions continued**

- **Citizen Engagement Committee extensive research.**
- **Each respective team submitted recommendations regarding citizen engagement efforts.**

# Defining Citizen Engagement

- **Citizen engagement is a higher level of interaction that provide opportunities.**
- **The ability and incentive for ordinary people to come together, deliberate, and take on problems of issues that they themselves have defines as important.**
- **Engagement is a kind of connection and commitment not traditionally found in many of the interactions between citizens and government.**

# Citizen Engagement Significance

- **Why is citizen engagement important:**
  - ✓ **Strengthens trust between citizens and government.**
  - ✓ **Provides the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities, and/or solutions.**
  - ✓ **Citizens attachment builds sustainable communities.**
  - ✓ **The right thing to do (democracy) or the smart thing to do (gain information and involvement needed for effective, legitimate government).**



# **Citizen Engagement Significance Continues**

- ✓ **Provides citizens with the willingness to join with government or a community agency to work together on community improvement.**
- ✓ **Collaborative neighborhood ventures strengthen social bonds that are essential to community development and public safety.**
- ✓ **Engagement in decision making include forums to set goals or citizens advisory committees.**
- ✓ **Engagement in delivery services and meeting needs are citizen campaigns to meet sustainability goals or a neighborhood revitalization effort.**

## **Citizen Engagement Significance Continued**

- **Involves citizens and stakeholder groups early in the problem solving process and allows for more dynamic flow of information compared to simple exchange.**
- **Citizen engagement paradigm allows staff to begin working with citizens on the front end before a plan is created.**

# Association of Public Participation and Our Commitment

- What is our commitment to Public Participation?
  - We need to:
    - Inform
    - Consult
    - Involve
    - Collaborate

# Association of Public Participation and Our Commitment

- **Inform**

- We will provide the public with balanced and objective information to assist them in understanding a problem, alternatives, opportunities and/or solutions.

- **Consult**

- We will collect public feedback on analysis, alternatives and/or decisions from our community.

# Association of Public Participation and Our Commitment

- **Involve**

- We will work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

- **Collaborate**

- We will partner with the public in each aspect of the decision including the development of alternatives and identification of the preferred solution.



# Citizen Engagement vs. Exchange

Exchange with Citizens			Citizen Engagement		
	Inform	Consult	Incorporate	Collaborate	Empower
Goal: Inclusive Decision – Making and Problem Solving	Provide the public with balanced and objective information and be transparent	Receive and respond to comments and obtain public input and feedback	Include residents throughout the process of making decisions	Identify issues and alternatives and make choices with citizens.	Let citizens take the lead in making decisions and developing solutions

# Citizen Engagement vs. Exchange Continued

Exchange with Citizens			Citizen Engagement		
	Provide	Respond	Co-produce	Collaborative	Empower
Goal: Effectively Deliver Services and Addresses Needs	Provide services and enforce laws and regulations	Respond to citizen requests and complaints and measure satisfaction with services.	Encourage citizens to volunteer, help produce services and assess results from surveys.	Partner to determine priorities and achieve objectives, e.g. crime watch.	Let citizens take responsibility for meeting community need.

# Developing and Adopting Citizen Centered Approaches

## Shift the Focus

- Instead of asking how to encourage civic engagement, consider the **best ways to give people opportunities** to define and solve problems themselves.

# Developing and Adopting Citizen Centered Approaches

- **Involve all Community Institutions**
  - Engage faith based organizations, schools, businesses, and government agencies in providing public deliberation
- **Explore and Create New Mechanisms**
  - Don't assume traditional venues like town hall meetings are sufficient to truly get different types of people to engage and share perspectives. Look where people are already meeting.

## **Developing and Adopting Citizen Centered Approaches**

- **Conduct Rigorous Research about What Works and Why**
  - While considerable research has been conducted on the levels of volunteering, voting, community service, and political participation, there is a need for more evaluation about the motivating forces behind such behaviors.



# Community Policing efforts

- Citizen engagement critical to preventing and solving neighborhood crimes.
- Officers who successfully earn trust and develop an intimate understanding of the neighborhoods they serve are better able to identify unique opportunities for public safety and community improvement.

# Community Policing Continued

- Involving citizens in the early process city issues and/or problems:
  - ✓ Better, understand and define the problem or issues.
  - ✓ Understand how different constitute groups are impacted by the problem or issue, and
  - ✓ Develop an effective sustainable solution that receives widespread community buy-in.

# **Citizen Engagement 2012 Goal**

- **The Wichita Police Department continues it's commitment to citizen engagement.**
- **Community Policing Officers will encourage each neighborhood association to identify 1-3 long terms goals.**
- **These goals should focus on enhancing community engagement and increasing active participation with the neighborhood associations.**

# Citizen Engagement 2012 Goal Continues

- Each goal should be specific, measurable, attainable, realistic, and timely (SMART).
- The Wichita Police Department and other City Department's will be a resource and partner with the goals development and implementation.

# Advantages of Goal Setting Goals and Objectives

- **Be Aware of Neighborhood Needs**
  - Goal setting for your organization will bring the needs of your neighborhood into focus.
- **Complete Projects**
  - By setting time limits for when you want to finish a project, your organization can anticipate how much work is ahead and set its schedule accordingly.



# Advantages of Goal Setting Goals and Objectives

- **Increase and Maintain Association Activity**
  - Goal setting keeps members enthused and motivated. If your association has set a target date to complete a project, the members' energy level will increase as that target date draws nearer. If your association has set goals, there will be plenty of projects to work on. If members are not busy, then it's time for them to work to accomplish existing goals or set new ones.

# **Advantages of Goal Setting Goals and Objectives**

- **Neighborhood Ownership Projects**
  - **By building consensus for neighborhood goals you build ownership of those goals by neighborhood residents. Residents that feel that they are part of the process are more likely to provide resources and volunteer time to achieve those goals.**

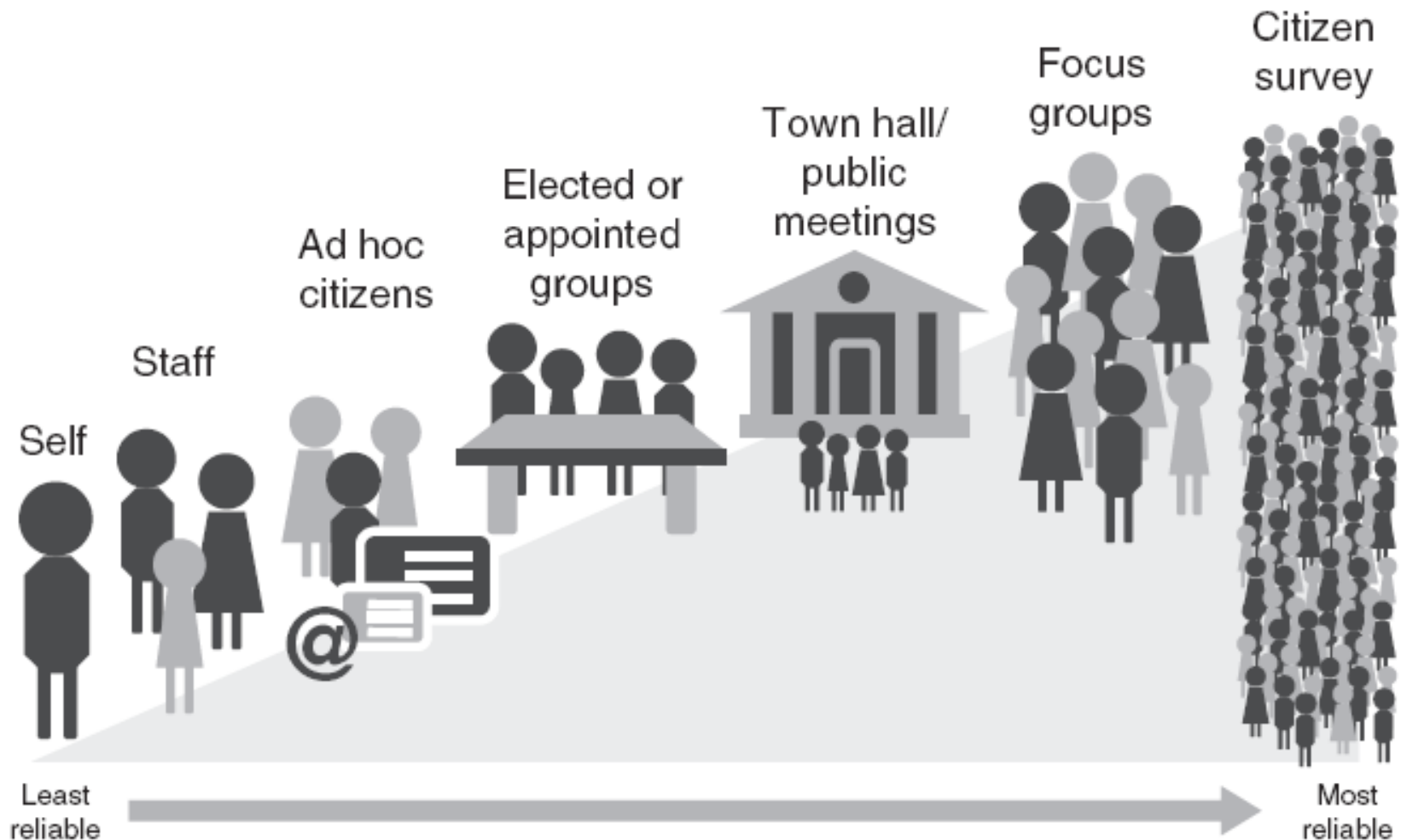
# **Advantages of Goal Setting Goals and Objectives**

- **Leadership Role is Made Easier and More Productive**
  - **By determining what the most important issues/concerns are in your neighborhood it will assist the leadership of the neighborhood and the committee chairs to determine guest speakers, meeting agendas and where the resources of your organization should be concentrated.**

# **The Continuum of Public Involvement**

- **What are some of the best methods to ensure the Continuum of Public Involvement?**
  - **Ad hoc citizen groups**
  - **Elected groups**
  - **Town hall or public meetings**
  - **Citizen focus groups**
  - **Citizen surveys**

# The Continuum of Public Involvement

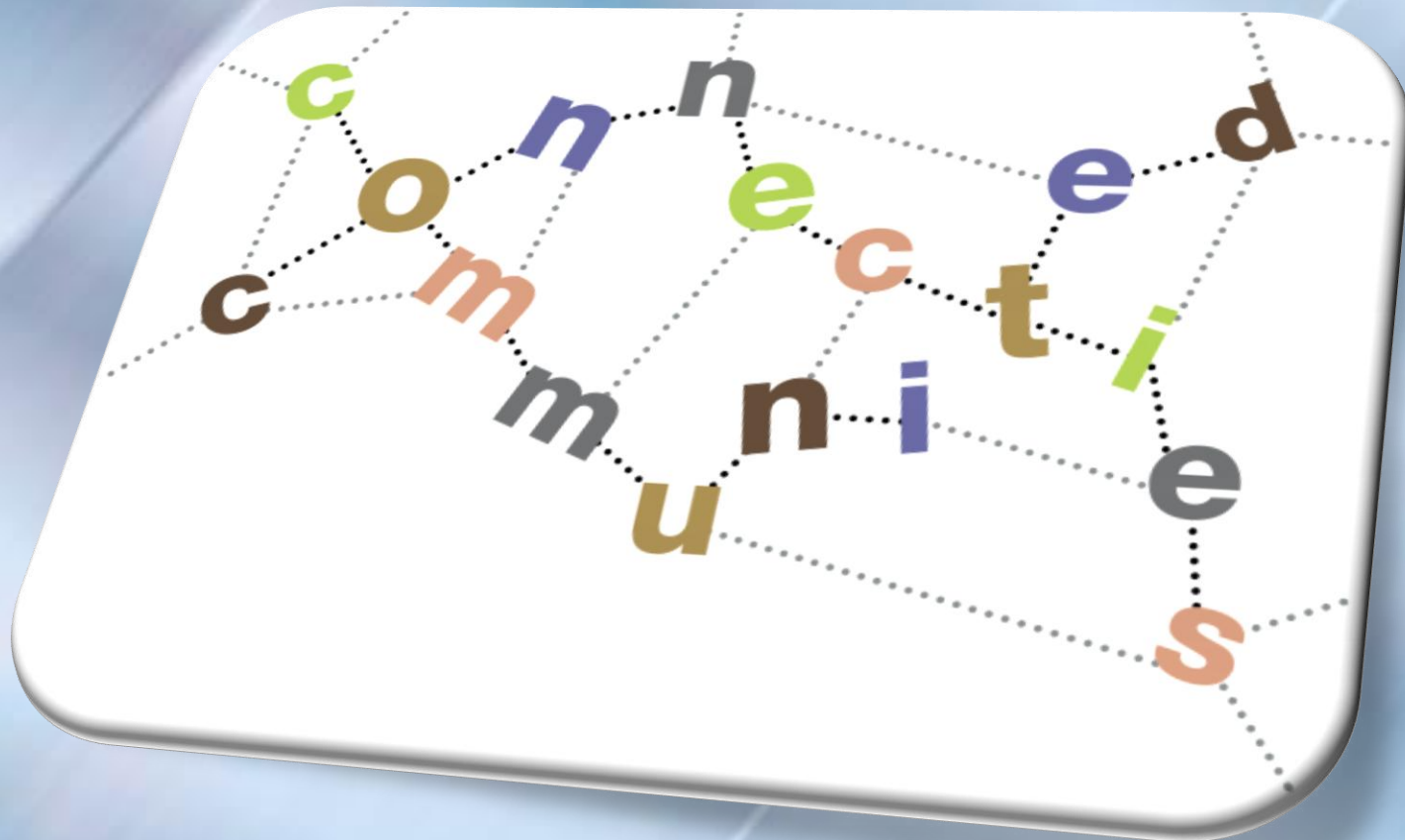


Source: Thomas I. Miller, Michelle Miller Kobayashi, and Shannon Elissa Hayden, *Citizen Surveys for Local Government: A Comprehensive Guide to Making Them Matter* (Washington, D.C.: ICMA, 2009), 7.



# Characteristics of Connected Communities

- We need to connect communities and what does that look like?



# Characteristics of Connected Communities

- **Citizen engagement activities are connected to what citizens perceive to be important.**
- **Citizens are connected to each other and to local government through engagement activities.**
- **Citizens are connected by electronic and traditional linkages that permit generation of information, consideration of alternatives, and joint action.**

# Characteristics of Connected Communities

- **Participants in various citizen engagement activities are connected to each other to expand civic capacity, activities are linked and support each other, and new ventures build on previous ones.**
- **Organizations in the community are connected to citizens and the local government as partners in engagement.**

# Thank you



## Positive Results Through Teamwork